



## Graham Davis

Michigan Political Communications  
Detroit, Michigan

Connect

...

Self-Employed

- Michigan State University
- See contact info
- 500+ connections

I've worked in political communications, public relations, e-commerce marketing, and as an instructor at Michigan State University.

As new media director for Gov. Jennifer Granholm, I developed one of the leading online presences for any governor. I established one of the first gubernatorial Twitter accounts in March 2008 and helped pioneer the use of social media in Michigan government as the state's first new media director.

I'm proud to have worked and consulted for campaigns in Michigan for Governor, Attorney General and U.S. Congressman John Dingell, along with advising campaigns for local and state legislative races on a volunteer basis.

I taught a social media course in the College of Communications Arts and Sciences at Michigan State University, "New Media Drivers License" (ADV 420) from 2012 until 2017.

At Truscott Rossman, I worked as the firm's digital media director and directed its Detroit office. My work for the Michigan Infrastructure and Transportation Association won a 2012 PRSA Pinnacle Award for the best use of a social medium. During the 2012 election cycle, I directed all online strategy for the Clean Affordable Renewable Energy for Michigan Coalition's winning statewide campaign against Proposal 3. We won a Gold Pollie award for best use of a Facebook application during the 2012 campaign. I also directed all online strategy for the successful statewide 2014 "Yes on Proposal 1" campaign.

From March 2015 - April 2018, I was marketing director at e-commerce startup Collage.com. I helped the company grow revenue by almost \$10 million while at the company, and earned media placements in the AP, Slate, Detroit Free Press, Entrepreneur magazine, and many other publications.

I was digital director for Detroit Mayor Mike Duggan's successful 2017 reelection campaign, where we built the largest Facebook following of any candidate in Detroit political history, and won by a wider margin than any other mayoral candidate in almost 20 years.

Show less ^

## Highlights

Your dream job is closer than you think

See jobs

LinkedIn

## People Also Viewed

### Jen Flood

Director Of Public Affairs at Office of Governor Gretchen Whitmer



### Sarah Anthony

State Representative at Michigan House of Representatives



### Chase L. Cantrell, Esq.

Community Development Professional, Servant Leader, and Non-Profit Founder and Director of "Building Community Value"



### Carla O'Neill

Confidential biographical research, writing, and editing for a culturally and geographically diverse range of clients.



### Peter Hernandez

Account Director | B2B | Sales | Marketing | New Business Development Professional



### Ashlee R. Willis

Award(s) Winning CEO, CEO of 2 Companies, Diversity & Inclusion/Sm Biz Advocate, Public Speaker, Lansing Leader



### Terrence Nelson

Event Manager at Quicken Loans



### Creighton Crenshaw

Executive Banker (MLO) at Quicken Loans



### Tonyia Payne

Team Captain at Quicken Loans



### Kelly Tebay

Director of Corporate Relations at United Way for Southeastern Michigan

Learn the skills Graham has

## Reach out to Graham for...

Probono consulting and volunteering, Joining a nonprofit.

[Message Graham](#)

## Articles

2,508 followers



### Big day at Collage.com



Graham Davis

Published on LinkedIn

It's been a busy week for Collage.com! I wanted to share two great stories from today, and an op-ed our co-CEO wrote on Monday this week: Good Morning America: We were thrilled to be featured on Good Morning America this morning in Tory Johnson's "Deals and Steals" segment (we're the last product featured in the video), offering a great special on custom photo beach towels. Pure Michigan: This afternoon, the Pure Michigan tourism campaign ...see more

[Like](#) [Comment](#) [Share](#)

3 Comments

[See all](#)

## Experience

### Political Consultant

#### Self-Employed

Apr 2018 – Present · 11 mos  
Detroit



### Collage.com

3 yrs 2 mos

#### Marketing Director

Jan 2016 – Apr 2018 · 2 yrs 4 mos  
Detroit, MI

Responsible for Collage.com marketing, business development, public relations, and content creation. I helped the company grow revenue by almost \$10 million while at the company, and earned media placements in the AP, Slate, Detroit Free Press, Entrepreneur magazine, and many other publications. I also managed our relationships with sites like Groupon, L... See more

#### Public Relations

Mar 2015 – Jan 2016 · 11 mos  
Detroit, Mich.

I'm the head of public relations at Collage.com, a fast-growing startup that makes custom products easy for anyone to create. The company has grown from a college hobby project at the University of Michigan to a 35+-person company generating more than \$15 million in revenue in 2014, without taking any outside investment.... See more

### Digital Director

#### Duggan for Detroit

Jan 2017 – Mar 2018 · 1 yr 3 mos  
Detroit, Michigan  
Detroit Mayor Mike Duggan



### Instructor

#### Michigan State University

Aug 2012 – Jan 2017 · 4 yrs 6 mos  
East Lansing, MI

I teach the New Media Drivers License (sm) at Michigan State University. This graduate level course teaches new media marketing and how to grow your business and personal brand through internet marketing technologies. The New Media Drivers License is offered to Michigan

## Content Marketing: Video

Viewers: 15,461

## Advertising on YouTube

Viewers: 16,772

## Social Media Promotion for Musicians, Artists, and Engineers

Viewers: 26,867

[See more courses](#)

### Promoted



#### Learn More, Keep Working

Yale's Top Ranked EMBA. Ideal For Working Professionals. Get Started!



#### StatWizards LLC

Excel add-ins for advanced quantitative planning and marketing



#### Interested in a loan?

Get a Business , Mortgage and Personal Loan at 3% Interest Rate



### Director of Digital Media

Truscott Rossman

Dec 2010 – Mar 2015 · 4 yrs 4 mos  
Detroit, MI

Directed all digital media activities for Truscott Rossman's roster of local, statewide, national and international clients, and for the firm as a whole. I also was the first full-time employee at Truscott Rossman's Detroit office, helping to establish the firm's foothold in the state's largest city.

Won the 2012 Public Relations Society of America Central Michigan Chapter Pinnacle Award for best use of a Social Medium (for a statewide Google Maps-based "Pothole Map" campaign for the Michigan Infrastructure and Transportation Association).

During the 2012 election cycle, I directed all online strategy for the Clean Affordable Renewable Energy for Michigan Coalition's campaign against Proposal 3, which defeated the proposal by a wide margin in 82 of 83 Michigan counties. Working with Joe Slade White and Company, the CARE for Michigan Cost Estimator released during the campaign won an American Association of Political Consultants Gold Pollie award for best use of a Facebook application during the 2012 campaign.

In 2013, the Alliance for Michigan Power project that I worked on with DTE Energy and DDC Advocacy also won a silver Pollie in the Internet category.

Directed all digital media for the successful "Yes on Proposal 1" Michigan Citizens for Strong and Safe Communities campaign on the August 5, 2014 ballot, which won in all 83 Michigan counties. See less



### New Media Director

Office of Governor Jennifer M. Granholm

Feb 2010 – Dec 2010 · 11 mos

Planned and executed all new media activities for Gov. Granholm's official state office, as well as new media strategy for the State of Michigan. Served as media staff for the governor at events, working with reporters to ensure they had what they needed for stories. Produced and edited regular web videos and online photo albums to show Gov. Granholm's activiti... See more

### New Media Consultant

John Dingell for Congress

Jun 2010 – Nov 2010 · 6 mos

Assisted the Dingell campaign with expanding its new media presence. Helped the campaign launch new website at dingellforcongress.com to replace out of date site. Authored all campaign e-mails and website content; also developed online petition drives to expand the Dingell e-mail list, increasing the list size by 38 percent. Raised nearly \$120,000 fro... See more

### New Media Director

Granholm Leadership Fund

Mar 2008 – Feb 2010 · 2 yrs

Planned and executed all Internet activities for Michigan Governor Jennifer Granholm's political office. Launched one of the first gubernatorial Twitter accounts in March 2008, which has grown to over 16,000 followers. Expanded Governor Granholm's Facebook page by over 12,000 fans. Worked to build the Michigan netroots, presenting at training sessions throug... See more

### New Media Deputy Director

A Whole Lot of People Supporting John Cherry

Jan 2009 – Jan 2010 · 1 yr 1 mo

Launched and maintained peopleforcherry.com, recognized by Dome Magazine as one of the leading Michigan 2010 candidate websites. Directed John Cherry's social media presence on Twitter and Facebook, including launching the first Twitter account for a Lt. Governor in the nation. Produced content for print and web use, ranging from one-page advertisem... See more

Show fewer experiences ^



**Michigan State University**  
Political Theory and Constitutional Democracy, History  
2004 – 2008



**Kalamazoo College**  
Political Science, History  
2004 – 2005

## Volunteer Experience

### Communications Committee

Michigan Children's Trust Fund  
Feb 2012 • 1 mo  
Children

Member of the Michigan Children's Trust Fund Pam Posthumous Charitable Auction  
Communications Steering Committee – 2012 and 2013

## Skills & Endorsements

### Press Releases · 99+

Endorsed by Megan Brown and 4 others who are  
highly skilled at this

Endorsed by 21 of Graham's colleagues at  
Michigan State University

### Public Relations · 99+

Endorsed by Marty Habalewsky and 10 others  
who are highly skilled at this

Endorsed by 23 of Graham's colleagues at  
Michigan State University

### Social Media · 99+

Endorsed by Josh Paciorek and 11 others who  
are highly skilled at this

Endorsed by 22 of Graham's colleagues at  
Michigan State University

[Show more ▾](#)

## Recommendations

[Received \(35\)](#)    [Given \(22\)](#)

### Michael Delaney

Executive Director,  
Regulatory Affairs & Policy  
at Consumers Energy  
September 23, 2015, Michael  
was a client of Graham's

Graham was truly a pleasure to work with in his role as Director of Digital Media at Truscott Rossman. He demonstrates amazing versatility, seamlessly producing high-quality results on anything from social content to detailed public policy analysis. He's smart, funny and an true asset to any project or team.

### Qiana Sanders

Marketing Operations  
Manager at Endurance  
July 6, 2015, Qiana managed  
Graham directly

When I was a student at MSU, I was Graham's New Media Driver's License student. Graham truly added valuable to the classroom. Because of his hard work and dedication, I have been able to implement his teachings into the line of work I am currently pursuing. Graham is accountable, honest a... [See more](#)

[Show more ▾](#)



---

Messaging

